

DEPARTMENT OF COMMUNITY AND ECONOMIC DEVELOPMENT  
September 27, 2004

To: Council Downtown Committee  
Council Member Ward, Chair  
Council Member Jimenez  
Council Member Halliday

THRU: Jesús Armas, City Manager

FROM: Sylvia Ehrenthal, Director of Community and Economic Development

SUBJECT:	Council Downtown Committee Meeting
DATE:	September 27, 2004
TIME:	7:00- 9:00 p.m.
LOCATION:	Hayward City Hall - Work Session Room 2-A

## **COUNCIL DOWNTOWN COMMITTEE**

**Monday, September 27, 2004  
7:00 p.m.**

**Work Session Room 2-A - Hayward City Hall  
777 B Street  
Hayward, CA 94541**

Public Comments: (Note: For matters not otherwise listed on the agenda. The Committee welcomes under this section but is prohibited by State Law from discussing items not listed on the agenda. Your item will be taken under consideration and referred to staff.)

1. Updated Results of Downtown Hayward BART Station Housing Survey

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# **CITY OF HAYWARD**

## **STAFF REPORT**

AGENDA DATE 09/27/04

AGENDA ITEM \_\_\_\_\_

WORK SESSION ITEM \_\_\_\_\_

**TO:** Council Downtown Committee

**FROM:** Director of Community and Economic Development

**SUBJECT:** Updated Results of Downtown Hayward BART Station Housing Survey

### **RECOMMENDATION:**

It is recommended that the Downtown Committee review and comment on this report.

### **DISCUSSION:**

During this past summer, staff conducted a survey of major housing developments near the Downtown Hayward BART Station in order to better understand the basic needs and desires of residents. This survey was undertaken in the recognition that the residential development occurring in the Downtown area highlights the importance of maintaining the Downtown as an attractive and livable neighborhood. The information from this survey will assist in future planning for open space, schools, parking and transportation to serve the Downtown area. The results of the survey will also provide useful information for evaluating the types of businesses that are needed to serve residents of the Downtown area.

The attached questionnaire (see Exhibit A) was distributed by mail to 470 households currently living in the four largest housing developments: Atherton Place, City Walk, Pinnacle City Centre, and Grand Terrace. The survey forms were mailed during the week of June 14, with a requested return date of June 28. Nonetheless, all forms returned to date have been included in the tabulation of results. The 163 forms returned yielded a response rate of almost 35%. It should be noted that response rates for the three ownership developments ranged from around 40% to over 60%. The total number and/or percentage of responses to each question on the survey are shown on the attached questionnaire. Not listed are individual responses to the open-ended questions on the survey.

Major findings of the survey are highlighted in the remainder of this report. Preliminary results were shared with the committee at its meeting on July 26, 2004. This report presents updated results, incorporating an additional 26 surveys that were returned, and also reflects further staff analysis of selected cross-tabulations. These tabulations allow for comparison of the overall survey results with results for each of the four housing developments. Work is continuing on more detailed cross-tabulations as well as summaries of responses to the open-ended questions on the survey.

## **Household Characteristics**

- One out of every five households (20.9%) moved from another location within Hayward; this number was significantly higher (30.0%) for City Walk.
- Over half of the households (55.8%) have lived in their units for more than a year and over a quarter (25.8%) have lived in their units for six months to a year.
- About 4 out of every 5 owner-occupied units (78.3%) have original owners; however, this number is skewed by the two newest complexes. At Atherton Place, 45.1% of the units have original owners.
- Almost three-fourths of adults (72.5%) are between the ages of 25 and 44, with the highest percentage (79.2%) found at Grand Terrace. Pinnacle City Centre has the highest percentage (14.5%) of adults between 18 and 24.
- Nearly a quarter of the households (23.3%) have children, although this number drops to 12.5% at Pinnacle City Centre. Over half of those 54 children (28) are under five years of age; about half of the school-age children attend Hayward public schools.
- Over 40% of the households contain two people, while about 20% are single-person households; all but two of the remaining households consist of three or four persons.
- The average household size is 2.25 persons per household; however, the average household size (1.97) for Pinnacle City Centre is smaller than the average (2.35) of the other three complexes.

## **Housing Design and On-Site Amenities**

- The two most important reasons given for moving to the downtown area are housing value (33.8%) and the close proximity of BART and public transit (33.8%). Housing value was more important for residents at City Walk and Grand Terrace, while proximity to transit was more important for residents at Atherton Place and Pinnacle City Centre. Convenience to shops and restaurants was significantly less important for residents of Grand Terrace.
- Overall, the residential developments contain an average of 2.48 bedrooms per unit and 0.91 persons per bedroom; however, Pinnacle City Centre averages fewer bedrooms per unit (1.50) when compared to the other three complexes (2.73).
- The top two reasons given for choosing to reside in a particular development are price/rent of unit (31.5%) and floor plan/layout (25.6%). This was true at each of the four complexes. The architectural design factor was highest at City Walk, while the exterior amenities factor was the lowest. The safety factor was a very close third at Pinnacle City Centre.
- Over 55% of the households indicated a preference for changes in their unit or complex; changes to unit design/layout and more on-site parking accounted for over two-thirds of the changes people would make to their complexes/units. Desires for more open space and a swimming pool were registered at City Walk.
- Almost half of the respondents (47.9%) rarely or never use the common open space within their complexes, which is about the same percentage (47.5%) that rarely or never use parks or open space in Hayward. Pinnacle City Centre residents reported the most frequent use (at least two times per week) of common open space (18.8%).

## **Transportation and Parking**

- Over half of the households (52.2%) have two vehicles; Pinnacle City Centre had the highest percentage (9.4%) of households with no vehicles. The average number of vehicles per unit is 1.75; this ratio is highest (1.94) at Grand Terrace and lowest (1.41) at Pinnacle City Centre.
- Almost a third (31.0%) of adults use BART regularly to commute to work/school, while 7.0% regularly use AC Transit for those trips. The highest percentage (43.6%) of adults using BART is found at Pinnacle City Centre. *(Note: Census 2000 data indicate that only 6.3% of the workers city-wide use public transit.)*
- Over 35% of households rarely or never use BART for non-work related purposes (less than once a month). This percentage is highest (56.0%) at Grand Terrace.
- Over 90% of households rarely or never use AC Transit for non-work related purposes (less than once a month).
- Almost 60% of the households feel there is insufficient parking for residents within their complex, although this number is over 70% at Pinnacle City Centre. Almost 70% feel there is insufficient parking for visitors, although this number is only 47% at Atherton Place. Public streets provide the most common alternative; however, at City Walk and Pinnacle City Centre, the BART garage or other public garages provide an equally acceptable alternative.
- Over 40% of households feel they cannot find street parking within reasonable distance from their units.

### **Downtown Businesses and Attractions**

- Well over half of the responses (58.7%) indicate downtown Hayward is the primary shopping destination for daily needs, although this number ranges from 48.9% at Grand Terrace to 75.9% at City Walk.
- Almost 88% of the households visit downtown grocery stores at least once a week, and over half (53.7%) visit downtown non-grocery retail stores at least once a week.
- Over one quarter of the households (27.8%) regularly patronize downtown restaurants or other food service outlets (at least 2-3 times per week); the highest patronage (36.7%) is reported for residents of City Walk.
- Over 75% of the households patronize other downtown stores or services. Well over half of those households (55.6%) patronize these establishments at least once a week; this number is highest (72.0%) at City Walk.
- Just over half of the households visit cultural, recreational, entertainment, or other attractions in the downtown; about 37% of those households visit these attractions at least once a week. The highest patronage (46.2%) is reported at Atherton Place.
- Other types of businesses and attractions that residents indicated they would like to see in the downtown include the following: movie theater; upscale bar or nightclub; video rental store; nice sit-down family restaurant; upscale chain restaurants; ethnic supermarkets; specialty food stores; health food store; nice barber/beauty shop; office supply or high-tech store; bookstores; coffee house; upscale retail stores, such as a big-name clothing store; more cultural facilities, including a newer and better library; and more recreational facilities for children.

Prepared by:

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Gary Calame, Senior Planner

Recommended by:

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Sylvia Ehrental, Director of Community and  
Economic Development

Approved by:

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Jesús Armas, City Manager

Attachment: Exhibit A. Downtown Hayward BART Station Housing Survey with  
Summary of Responses

## EXHIBIT A

# DOWNTOWN HAYWARD BART STATION HOUSING SURVEY

## Summary of Responses

*Please check (✓) one answer for each question unless otherwise noted. Your answers will be used for research purposes only and will be treated with strict confidentiality.*

1. Which residential development do you live in?

**Note: 163 responses received out of 470 surveys mailed (34.7% overall response rate)**

**31.3%** Atherton Place

(51 out of 83 responded: 61.4% response rate)

**30.7%** Grand Terrace

(50 out of 118 responded: 42.4% response rate)

**18.4%** City Walk

(30 out of 77 responded: 39.0% response rate)

**19.6%** Pinnacle City Centre

(32 out of 192 responded: 16.7% response rate)

2. When did you move in?

**2.5%** Within the last month

**16.0%** 1 to 6 months ago

**25.8%** 6 to 12 months ago

**55.8%** More than one year ago

3. Where did you reside prior to moving to this location?

**20.9%** Another location within Hayward

**79.1%** Outside Hayward

4. What attracted you to live in the downtown area? (Please indicate the 2 most important factors)

**8.9%** Close to workplace

**33.8%** Close to BART and other public transit

**33.8%** Housing value

**4.3%** Other (Please specify) \_\_\_\_\_

**6.3%** Neighborhood atmosphere

**2.0%** Parks and other public facilities

**10.9%** Convenient to shops and restaurants

5. Why did you choose to live in this particular residential development?

(Please indicate the 2 most important factors)

**8.8%** Community atmosphere

**11.0%** Architectural design of the development

**25.6%** Floor plan (size, layout, number of rooms)

**4.9%** Exterior amenities (landscaping, playground, swimming pool, common area, parking, etc.)

**3.9%** Other (Please specify) \_\_\_\_\_

**10.7%** Availability of unit

**31.5%** Price/Rent of unit

**3.6%** Safety

6. Do you own or rent?

**79.1%** Own (98.5% of all ownership units)

**20.9%** Rent (All units in Pinnacle City Centre)

- a. If own, are you the original owner of the unit?

**78.3%** Yes

**21.7%** No

7. How many bedrooms are there in your unit?

10.6% 1

56.3% 3

33.1% 2

8. How many people live in your unit?

**Note: 367 people total; 2.25 average household size**

21.6% 1 (Please proceed to Question 11)

12.4% 4

42.5% 2

1.3% 5 – 7

22.2% 3

0.0% More than 7

9. If there are children age 18 or younger in your household, how many are there and what are their ages? **Note: 54 children total; 38 households (23.3%) have children**

a. There are 28 children under age 5 in my household.

b. There are 19 children between age 5 and 13 in my household.

c. There are 7 children between age 14 and 18 in my household.

10. If there are children age 18 or younger in your household, which type of school(s) do they attend?

a. 12 Hayward public schools

b. 14 Other schools

c. 26 Too young to attend school (under age 5)

11. What are the ages of the adults (persons over age 18) in your household?

**Note: 305 adults total**

a. There are 27 persons between age 18 and 24 in my household. (8.9%)

b. There are 221 persons between age 25 and 44 in my household. (73.2%)

c. There are 53 persons between age 45 and 64 in my household. (17.5%)

d. There are 4 persons age 65 or over in my household. (1.3%)

12. How many vehicles belong to people living in your household?

**Note: 281 vehicles total; 1.75 vehicles per unit average; 0.69 vehicles per bedroom average**

3.1% 0

11.8% 3

32.3% 1

0.6% 4

52.2% 2

0.0% 5 or more

13. How many vehicles did your household have before moving to this location?

**Note: 298 vehicles total; 26 households had more vehicles before, 9 households had fewer vehicles before**

1.2 0

12.4% 3

31.1% 1

1.2% 4

52.8% 2

1.2% 5 or more



14. How many members in your household use BART to commute to work/school on a regular basis?

**Note: 97 adults use BART regularly; 31.0% of total adults**

51.9% 0

11.3% 2

36.3% 1

0.6% 3 or more (Other)

15. How often do members in your household use BART for non-work /non-school related purposes?

7.5% 3 or more times per week

42.9% At least once a month

14.3% 1 or 2 times per week

35.4% Rarely or Never

16. How many members in your household use AC Transit (i.e. bus) to commute to work/school on a regular basis?

**Note: 22 adults use AC Transit (buses) regularly; 7.0% of total adults**

90.2% 0

2.5% 2

6.7% 1

0.6% 3 or more (Other)

17. How often do members in your household use AC Transit (i.e. bus) for non-work/non-school related purposes?

1.9% 3 or more times per week

4.3% At least once a month

3.1% 1 or 2 times per week

90.7% Rarely or Never

18. What would encourage you or members of your household to use public transportation more frequently (BART, Amtrak, bus)?

3.9% More frequent stops

15.8% Other (Please explain):

38.2% Less expensive

**Better safety & cleanliness (35.3%)**

42.1% Appropriate destinations

**Nothing (23.5%)**

**Extension of hours and/or routes (23.5%)**

**Better information/reliability (17.6%)**

19. Are vehicles regularly parked in the garage at your home?

93.1%\* Yes (**72.4% of rental units**)

6.9% No. Why not? \_\_\_\_\_

**\*5 units have no vehicles**

20. Is there enough parking in your development for residents?

40.9% Yes

59.1% No. Where do they park? \_\_\_\_\_

**Street (60.4%)**

**BART/public garage (17.9%)**

**Common area (14.2%)**

**Not specified (7.5%)**

21. Is there enough parking in your development for visitors?

31.7% Yes

68.3% No. Where do they park? \_\_\_\_\_

**Street (62.2%)**

**BART/public garage (18.9%)**

**Common area (9.4%)**

**Not Specified (9.4%)**

22. Do you or members of your household park your vehicles on public streets near your complex?

9.9% Everyday

24.1% Occasionally

11.7% Often

54.3% Rarely or Never

23. How easy is it to find street parking within reasonable distance from your home?

7.7% Very Easy

14.2% Easy

37.4% Acceptable

25.8% Difficult

14.8% Very Difficult

24. Are there any changes to the design/layout of your individual unit and/or complex you would make?

If so, please explain.

55.2% say yes

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Changes to unit design/layout (35 households)   More on-site parking (32)   Miscellaneous (37)

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25. How often do you use the common open space area in your residential complex (resting benches, swimming pool, community room, green lawn, playground, etc)?

11.0% More than 2 times per week

30.1% At least once a month

11.0% 1 or 2 times per week

47.9% Rarely or Never

26. How often do you or members of your household visit parks or other open space in Hayward?

8.2% More than 2 times per week

33.5% At least once a month

10.8% 1 or 2 times per week

47.5% Rarely or Never

a. Which parks or open space do you visit? (Please list)

27. Is downtown Hayward your primary shopping destination for your daily needs?

58.7% Yes

41.3% No

28. How often do you patronize grocery stores in downtown Hayward?

7.5% 4 or more times per week

45.3% 1 time per week

35.4% 2 to 3 times per week

11.8% Rarely or Never

29. How often do you patronize other, non-grocery retail stores in downtown Hayward?

0.6% 4 or more times per week

39.5% 1 time per week

13.6% 2 to 3 times per week

46.3% Rarely or Never

30. How often do you patronize restaurants or other food service outlets in downtown Hayward?

3.7% 4 or more times per week

45.7% Less than 1 time per week

24.1% 2 to 3 times per week

26.5% Rarely or Never

31. What other stores or services do you patronize in downtown Hayward (Farmers' Market, hair salon, bank, medical office, cleaners, etc.)? (Please list)

**NONE or No Response (23.9%)**

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a. How often do you patronize these stores or services?

**4.8%** 4 or more times per week

**23.4%** 1 time per week

**27.4%** 2 to 3 times per week

**44.4%** At least once a month

32. What cultural, recreational, entertainment, or other attractions do you visit in downtown Hayward (library, museums, art galleries, etc.)? (Please list)

**NONE or No Response (49.1%)**

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a. How often do you visit these facilities or attractions?

**1.2%** 4 or more times per week

**25.9%** 1 time per week

**9.9%** 2 to 3 times per week

**63.0%** At least once a month

33. What other kinds of retail stores, personal services, eating and drinking establishments, cultural facilities and recreational or entertainment attractions would you like to see in downtown Hayward? (Please list)

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34. Is there anything about your living environment you think we should know but have not asked? (Please explain)

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*Thank you for your participation. Please mail, fax or drop off the survey at City Hall.*

(Results reflect surveys received through September 20, 2004)